Claims

What is claimed is:

1   1.   An apparatus, comprising:

2   at least one processor;

3   a memory coupled to the at least one processor;

4   at least one digital image residing in the memory; and

5   an advertising generator residing in the memory and executed by
6   the at least one processor, the advertising generator analyzing a
7   selected digital image for one or more consumer identifying
8   characteristics, and generating an advertisement targeted to a
9   consumer based on the one or more consumer identifying
10   characteristics.

1   2.   The apparatus of claim 1, wherein the analyzing of the selected digital
2   image for one or more consumer identifying characteristics involves object
3   recognition of at least one defined object within the selected digital image.

1   3.   The apparatus of claim 1, wherein the analyzing of the selected digital
2   image for one or more consumer identifying characteristics involves text
3   recognition within the selected digital image.

1   4.   The apparatus of claim 1, wherein the analyzing of the selected digital
2   image for one or more consumer identifying characteristics involves
3   reading metadata associated with the selected digital image.

1   5.   The apparatus of claim 1, wherein the apparatus is a photo kiosk.

1   6.   The apparatus of claim 1, wherein the apparatus is a digital minilab.

1   7.   The apparatus of claim 1, wherein the generated advertisement is a

2   screen display.

1   8.   The apparatus of claim 1, wherein the generated advertisement is a

2   coupon.

1   9.   The apparatus of claim 1, wherein the generated advertisement is a photo

2   jacket insert.

1   10.   A method for advertising to a consumer based on the content of a digital
2   image associated with the consumer, the method comprising the steps of:

3   analyzing the digital image for one or more consumer identifying
4   characteristics; and

5   generating an advertisement targeted to the consumer based on
6   the one or more consumer identifying characteristics.

1   11.   The method of claim 10, wherein the step of analyzing the digital image for
2   one or more consumer identifying characteristics comprises the step of:

3   performing object recognition of at least one defined object within
4   the digital image.

1   12.   The method of claim 10, wherein the step of analyzing the digital image for
2   one or more consumer identifying characteristics comprises the step of:

3   performing text recognition within the digital image.

1   13.   The method of claim 10, wherein the step of analyzing the digital image for
2   one or more consumer identifying characteristics comprises the step of:

3   reading metadata associated with the digital image.

1   14.   The method of claim 10, wherein the step of generating an advertisement
2   targeted to a consumer based on the one or more consumer identifying
3   characteristics further includes the steps of:

4   creating a mapping from one or more potential consumer identifying
5   characteristics to at least one associated advertisement.

6   if at least one consumer identifying characteristic exists within the
7   digital image, identifying at least one associated advertisement to
8   display to the consumer via the mapping; and

9   presenting the at least one associated advertisement to the
10   consumer.

1   15.   The method of claim 14, wherein the step of presenting the at least one
2   associated advertisement to the consumer comprises the step of:

3   generating a screen display of the at least one associated
4   advertisement.

1   16.   The method of claim 14, wherein the step of presenting the at least one
2   associated advertisement to the consumer comprises the step of:

3   printing one or more coupons corresponding to the at least one
4   associated advertisement.

1   17.   A program product comprising:

2   an advertising generator that analyzes a selected digital image for
3   one or more consumer identifying characteristics, and generates an
4   advertisement targeted to a consumer based on the one or more
5   consumer identifying characteristics; and   .

6   computer-readable signal bearing media bearing the advertising
7   generator.

1   18.   The program product of claim 17 wherein the computer-readable signal
2   bearing media comprises recordable media.

1   19.   The program product of claim 17 wherein the computer-readable signal
2   bearing media comprises transmission media.

1   20.   The program product of claim 17 wherein the analyzing of the selected
2   digital image for one or move consumer identifying characteristics involves object
3   recognition of at least one defined object within the selected digital image.

1   21.   The program product of claim 17 wherein the analyzing of the selected
2   digital image for one or more consumer identifying characteristics involves text
3   recognition within the selected digital image.

1   22.   The program product of claim 17 wherein the analyzing of the selected
2   digital image for one or more consumer identifying characteristics involves
3   reading metadata associated with the selected digital image.